

HomeTeamNS x Cathay Cineplexes Launches Exclusive All-Day Everyday 1-for-1 Movie Benefit

HomeTeamNS marks a significant partnership milestone with Cathay Cineplexes with the introduction of an exclusive movie benefit on the HomeTeamNS mobile app.

SINGAPORE, 15 July 2022 — HomeTeamNS and Cathay Cineplexes marked the fourth year of strategic partnership this July, with the launch of an improved 1-for-1 All-Day Everyday Movie Benefit, exclusive for HomeTeamNS members. Associate Professor Muhammad Faishal Ibrahim, Minister of State, Ministry of Home Affairs and Ministry of National Development, and HomeTeamNS President was the Guest-of-Honour at this evening's HomeTeamNS x Cathay Cineplexes 1-For-1 Digitalisation Launch held at Cathay Cineplex Cineleisure.

Launch of the Improved 1-for-1 All-Day Everyday Movie Benefit

More than 50 guests including Mr Chang Long Jong, mm2 Group CEO, and Agnes Eu, HomeTeamNS Chief Executive, attended the Digitalisation Launch. As part of the celebration, guests were also treated to a private screening of Thor: Love and Thunder.

In his speech, Associate Professor Muhammad Faishal Ibrahim congratulated HomeTeamNS and Cathay Cineplexes on the extension of their strategic partnership, which has achieved over 30,000 1-for-1 movie benefit transactions to date.

Since 2018, the collaboration between HomeTeamNS and Cathay Cineplexes has brought various movie benefits to all HomeTeamNS members across the Ordinary, Associate and Family membership tiers. The benefit started as a '\$3 off Weekend movie tickets from Fridays to Sundays only' promotion in its first year, before progressing into '1-for-1 Weekend only' promotion.

Currently, in its third iteration, members can enjoy exclusive one-of-a-kind 'All-day 1-for-1 Movie Benefit', any day of the week. Through a push towards digitalisation, members can now book their tickets and purchase their popcorn combos in advance, and on the go, via the HomeTeamNS mobile app. This is in alignment with HomeTeamNS's goal of bridging members' online and offline experiences in a more seamless manner.

Noting that Singapore is celebrating 55 years of National Service this year, Associate Professor Muhammad Faishal Ibrahim thanked generations of Home Team NSmen for keeping Singapore safe and secure. In showing appreciation to our national servicemen, eligible Home Team NSmen will receive S\$100 worth of digital credits and a complimentary one-year



HomeTeamNS membership, which offers a range of perks such as attractive discounts, free clubhouse access, and exclusive members rates at all HomeTeamNS facilities.

NSmen and their families can also look forward to a series of activities later in the year including a HomeTeamNS NS55 Trail, NDP Live at Gardens By The Bay, Peranakan Festival, Bedok Clubhouse Official Opening and more.

HomeTeamNS Takes Another Step in Digitalisation Transformation Journey

To be the club of choice for lifestyle and recreation needs among Home Team NSmen and their families, the HomeTeamNS continually reviews its initiatives to improve the brand experience for its members.

Since the COVID-19 Circuit Breaker period, HomeTeamNS proactively adopted a Digital-First approach. It has been HomeTeamNS's SMART ambition to digitalise its communications and engagement modes with members, as well as to enhance and optimise business processes. Some examples include developing and building digital ecosystems, transforming and automating operations, hosting virtual activities, and launching the HomeTeamNS's Mobile App.

HomeTeamNS's Mobile App, along with the digital booking system integration, enables members to conveniently access membership perks and privileges.

One of the key impetuses of this integration is to create a more convenient and instantaneous booking experience for our members. At the same time, it also ensures a safer movie ticket purchasing process by removing the need to physically queue and redeem the benefit.

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